

KWRO



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1396199

BROADCASTING STATION LICENSE RECORD

Date first licensed 2-17-49
Call letters KWRO (7-1-47)
Location: Coquille, Oregon

KWRO BROADCASTING CORPORATION (AL gr 12/7/76 EFF: 1/5/77

xxKWRO, INC. (AL 11-18-49; EFF: 12-5-49

(CP&MP 12-4-47

x WILLIAM E. WALSH and WALTER L. READ, A Partnership d/b as KWRO BROADCASTERS/
Name of licensee x WILLIAM E. WALSH and WALTER L. READ, A Partnership d/b as K-O-K-E
BROADCASTERS.

On Highway 101, 1/2 mile south of Coquille, Oregon. (Redescribed Lic. 12-17-56)
x On Oregon Coast Highway, 1/4 mile SW of Coquille, Oregon. (CP 11-23-55)
x Sanford Heights, Coquille, Oregon (MP 9-16-48) (Lic. 2-17-49)
Transmitter location x Hwy 101, SW of city limits of Coquille, Oregon, (CP & MP 12-4-47)

KWRO BUILDING 13th Street, Coquille, Oregon. (Redescribed Lic. 12-17-56)

x Sanford Heights, Coquille, Oregon (MP 9-16-48) (Lic. 2-17-49)

97423
Main studio location x Hwy 101, SW of city limits of Coquille, Oregon, (CP & MP 12-4-47)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-5754 Ltr. 6-16-47. CP for new station filing MP for T site and antenna.	6-3-47	1450	250w	U	
BP-5754 BMP-3222	12-4-47 Mod. CP (5754) to change type T, for approval of antenna, T and S sites and to change name of permittee. (CONDITIONAL)	1450	250w	U	2-4 8-4-48
BMP-4079	8-6-48 Mod. CP (5754 as mod) for ext. of completion date. (COND. CLAUSE) (COND. CLAUSE)				2-4 11-1-48
BMP-4047	9-16-48 Mod. CP (5754 as mod) to change type of T and change T and studio sites. (COND. CLAUSE)	1450	250w	U	2-4 11-1-48
BMP-4245	11-1-48 Mod. CP (5754 as mod) for ext. of completion date. (COND. CLAUSE)				2-4 1-1-49
BMP-4397	1-3-49 Mod. CP (5754 as mod) for ext. of completion date. (COND. CLAUSE)				2-4 4-1-49
BL-3528	2-17-49 Lic. to cover CP (5754 as mod) for a new station. (COND. CLAUSE)	1450	250w	U	2-17 2-1-51
BAL-940 EFF:	11-18-49 Vol. assignment of license from William E. Walsh and Walter L. Read, A Partner- ship d/b as KWRO Broadcasters to KWRO, INC. 12-5-49				
BR-2213	1-17-51	1450	250w	U	2-1 2-1-54
BTC-1422 EFF:	12-24-52 1-15-53 Vol. acquisition of control of licensee corp. by Wm. E. Walsh thru sale of 75 shares of stock by Walter L. Read to Wm. E. Walsh, Marian K. Walsh and KWRO, Inc.				
BR-2213	1-27-54	Renewal of license			2-1 2-1-57
BP-9985*	11-23-55 CP to chg. freq; increase power; chg. hours of operation; chg. antenna-trans., location; oper. trans., by remote control from main studio location; make changes in the antenna system(increase height) & install new trans.	630kc	1kw	Day	1-23-56 7-23-56
BMP-7308 (1)	7-31-56 Mod. of CP(BP-9985) for extension of completion date to October 31, 1956.				
* FOR *FORFEITED SECTION 1.314 (Let. 11-8-56)					

Form BC-126

June 1954

Card #2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters KW R O

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-10897	11-16-56	630	1kw	Day	1-16-57 7-16-57
CP to replace expired CP (9985 as mod.) to chg. freq., incr. power, chg. hrs. oper., ant-T loc., oper. T by R.C. and install new T					
TELEGRAM	1-31-57	Action on renewal deferred 1-30-57 and continued operation authorized until final determination on renewal applic.			
BI-6427	12-17-56	630kc	1kw	Day	12-17 2-1-57
Lic. to cover CP(BP-10,897 to replace expired CP(BP-9985, as mod.) to chg. frequency, increase power, change hours of operation, change antenna-transmitter location, operate transmitter by remote control; make changes in antenna system (increase height) and install new transmitter.					
BR-2213	4-17-57	RENEWAL OF LICENSE			4-17 2-1-60
	1-27-60	Commission deferred action on renewal pending further consideration.			
BR-2213	2-24-60	Renewal of license			2-24 2-1-63
BP-12692	3-30-60	630kc	5kw	Day AC	5-30 11-30-60
CP to increase power to 5kw and install new transmitter (GATES BC-5P).					
BL-8000 (1)	2-13-61	Lic. to cp (BP-12,692) which auth. incr. in power and instl. instl. of new trans.			
BR-2213	1-11-63	630kc	5kw	Day	2-1 2-1-66
BR-2213	2-16-67	Renewal of License			2-16 2-1-69
TELEGRAM	10-17-67	PSA	308w	-----	
BR-2213(S)	1-31-69	RENEWAL OF LICENSE-NDEA			2-1 2-1-72
BR-2213(L)	1-31-72	RENEWAL & NDEA			2-1-75
EBSA	5-25-72				
BR-2213(S)	1-30-75	Renewal of License			2-1-78
BTC-7788	7/8/75	InVol TC EFF: 8-1-75			
BAL-8817	12/7/76	Vol	AL	EFF: 1/5/77	
BR-2213	7-25-78	(L) REN. OF LICENSE			2-1-81

APPLICATION RECORD - BROADCASTING

Call K W RO
 Letters K A Q R
New

Name WILLIAM E. WALSH and WALTER L. READ, a partnership d/b as K O K E BROADCASTERS
(PO c/o William E. Walsh, Box 359, Coos Bay, Oregon)

File No.	Dated	Application for	Action	
			Nature	Date
BP-5754	2-3-47	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1450kc Power: 250w Hours of operation: Unlimited Trans. location: To be determined-Coquille, Oregon Studio location: Same	GRANTED	6-3-47
Rec'd	2-5-47		subject to filing MP	
Filed	2-5-47		for T site and antenna	
			Ltr. 6-16-47.	
			Issued with MP 3222	

Transmitter-Gates 250-C-1

APPLICATION RECORD - BROADCASTING

#2

Call

Letters

KWRO

Name

WILLIAM E. WALSH AND WALTER L. READ, a partnership d/b as K O K E BROADCASTERS

File No.	Dated	Application for	Action	
			Nature	Date
BMP-3222	9-26-47	Mod. of C.P. (BP-5754, which authorized a new standard broadcast station) to change type of transmitter (Composite), for approval of antenna, transmitter and studio locations at Hwy. 101, SW of city limits of Coquille, Oregon, and to change name of permittee from William E. Walsh and Walter L. Read, a partnership d/b as K O K E Broadcasters TO William E. Walsh and Walter L. Read, a partnership d/b as K W R O Broadcasters.	GRANTED	12-4-47
Rec'd	10-1-47		re submitting proof that proposed T meets Standard of Good Eng. Practice before program tests are conducted.	
Filed	10-1-47			

APPLICATION RECORD - BROADCASTING

WILLIAM E. WALSH and WALTER L. READ, a Partnership d/b as Call

K W R O BROADCASTERS

Letters ...K.W.R.O.

NameX WILLIAM E. WALSH and WALTER L. READ, A Partnership d/b as K O K E BROADCASTERS

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4047 Rec'd	7-3-48	Mod. of C.P. (BP-5754, as mod., which authorized a new standard broadcast station) to change type of transmitter (Composite) and to change transmitter and studio location from Highway 101, S.W. of city limits of Coquille, Oregon to Sanford Heights, Coquille, Oregon.	GRANTED re blanketing clause & cond. that prior to commencement of program tests results of measurements shall be submitted showing that T is capable of meeting Engineering standards	9-16-48
	7-13-48			
	7-13-48			
BMP-4079 Rec'd Filed	7-26-48	Mod. of C.P. (BP-5754, as mod., which authorized a new standard broadcast station) for extension of completion date from: 8-4-48 to: 11-1-48.	GRANTED subj. submitting measurements proving proposed T meets Standards of Good Eng. Practice	8-6-48
	7-28-48			
	7-28-48			
BMP-4245 Rec'd Filed	10-11-48	Mod. of C. P. (BP-5754, as mod., which authorized a new standard broadcast station) for extension of completion date from: 11-1-48 to: 1-1-49.	GRANTED same cond as MP-4047	11-1-48
	10-14-48			
	10-14-48			

APPLICATION RECORD - BROADCASTING

K W R O, INC. (AL 11-18-49)

Call

Letters K W R OName WILLIAM E. WALSH and WALTER L. READ, a Partnership d/b asK W R O BROADCASTERS

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4397 Rec'd Filed	12-26-48 1-3-49 1-3-49	Mod. of C. P. (BP-5754, as mod., which authorized a new standard broadcast station) for extension of completion date from: 1-1-49 <u>TO: 4-1-49.</u>	GRANTED re blanketing clause re results of measurement prior to program tests showing tests require- ments of Sec. 12 & 12	1-3-49
BL-3528 Rec'd Filed	1-4-49 1-6-49 1-6-49	License to cover C. P. (BP-5754, as mod.) which authorized a new standard broadcast station..	GRANTED re blanketing clause	2-17-49
BAL-940 Rec'd Filed	10-21-49 10-24-49 10-24-49	Voluntary assignment of license from William E. Walsh and Walter L. Read, A Partnership d/b as K W R O Broadcasters <u>to</u> KWRO, Inc.	GRANTED EFF:	11-18-49 12-5-49
BR-2213 Rec'd	11-29-50 12-4-50	Renewal of license	GRANTED	1-17-51

APPLICATION RECORD - BROADCASTING

Call
Letters **KWRO**

Name **KWRO, INC.**

File No.	Dated	Application for	Action	
			Nature	Date
BTC-1422 Rec'd Filed	10-31-52 12-8-52 12-8-52	Voluntary acquisition of control of licensee corporation by Wm. E. Walsh thru sale of 75 shares of stock by Walter L. Read to Wm. E. Walsh, Marian K. Walsh and KWRO, Inc.	GRANTED EFF:	12-24-52 1-15-53
BR-2213 Rec'd Filed	10-27-53 11-2-53 11-2-53	Renewal of License	Granted	1-27-54
BP-9985 Rec'd Filed	7-16-55 7-19-55 7-19-55	Construction permit to change frequency from 1450kc to 630kc; increase power from 250w to 1kw; change hours of operation from unlimited time to daytime only; change antenna-transmitter location from Sanford Heights, Coquille, Oregon to Hwy. 101, 1 mi. NW of Coquille, Oregon; operate transmitter by remote control from Sanford Heights, Coquille, Oregon (studio location); make changes in the antenna system (increase height) & install a new trans. (GATES Howard Head, (A.D. Ring & Associates) Engrs. BC-1J).	GRANTED FORFEITED SECTION 1.314	11-23-55 (LET. 11-8-56)

SEE AMENDMENT CARD #6

#6 APPLICATION RECORD - BROADCASTING

FORM BC-121
FORMERLY FORM A-170

Call
Letters KWRO

Name KWRO, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BP-9985 (CONTINUED FROM CARD #5) AMENDED Rec'd Filed	11-1-55 11-4-55 11-4-55	AMENDED to change transmitter location to Oregon Coast Highway, Coquille, Oregon	FORFEITED 1.314 (Let. 11-8-56)	SECTION
BMP-7308 Rec'd Filed	7-19-56 7-23-56 7-23-56	Modification of construction permit (BP-9985 which auth. chge. freq; incr. power; chge. hours of operation; chge. antenna-trans. location; operate trans. by remote control from main studio location; make chges; in the antenna system(incr. hght) and install new trans.) for extension of completion date from 7-23-56 to 10-31-56.	GRANTED Forfeited Section 1.314 Letter 11-8-56	7-31-56
BR-2213 Rec'd Filed	10-29-56 10-31-56 10-31-56	Renewal of License.	GRANTED	4-17-57

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call
Letters KHROName KHRO, INC.

File No.	Dated	Application for	Action	
			Nature	Date
Rec'd	11-1-56	Modification of construction (BP-9985, as mod., which authorized changing frequency, increase power, change hours of operation, change antenna-transmitter location, operate trans. by remote control from main studio location; make changes in antenna system (incr. hght.) and install new trans.) for extension of completion date from 10-31-56 to 11-30-56.	Returned	11-16-56.
	11-5-56			
BP-10,897	11-13-56	Construction permit to replace expired construction permit (BP-9985, as mod.) which authorized changing frequency; increase power; change hours of operation; change antenna-transmitter location; operate trans. by remote control from main studio location; make changes in antenna system (incr. hght.) and install new transmitter.	GRANTED	11-16-56
Rec'd	11-15-56			
Filed	11-15-56			

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters ...KWRO.....

Name ...KWRO, INC.....

File No.	Dated	Application for	Action	
			Nature	Date
BL-6427 Rec'd Filed	11-8-56 11-13-56 11-13-56	License to cover Construction Permit BP-10,897 to replace expired Construction Permit (BP-9985 as mod.,) which authorized change in frequency, increase power, change hours of operation, change antenna-trans. location, operate trans. by remote control; make changes in antenna system (increase height) and install new trans.	GRANTED	12-17-56
BP-12,692 Rec'd Filed	12-15-58 12-18-58 12-18-59	Construction permit to increase power from 1kw to 5kw and install new transmitter (Gates BC-5P) Engr. - Grant S. Feikert	GRANTED	3-30-60

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters KWROName KWRO, INC.
Coquille, Oregon

File No.	Dated	Application for	Action	
			Nature	Date
BR-2213 Rec'd Filed	10-28-59 11-2-59 11-2-59	Renewal of License.	GRANTED	2-24-60
BL-8000 R & F	6-16-60 6-17-60	License to cover C.P. (BP-12,692) which authorized increase in power and instl. of a new transmitter.	GRANTED	2-13-61
BR-2213 Rec'd Filed	10-29-62 11-1-62 11-1-62	RENEWAL OF LICENSE	GRANTED	1-11-63
BR-2213 R & F	10-25-65 10-28-65	Renewal of license	GRANTED	2-16-67
BR-2213 R & F \$469186 \$75. PRESS NOV 26 1968	10-25-68 10-30-68 10-30-68	Renewal of license AMENDED 11-29-68 re: Date of last measurement AMENDED 1-9-69 re: Foreign language programming and commercial matter	GRANTED	1-31-69

Re BR-2213 card sent 11-22-68 re Sec II, Para 10b
not ans.

#10

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters K W R O

KWRO BROADCASTING CORPORATION

Name X KWRO, INC.
COQUILLE, OREGON

File No.	Dated	Application for	Action	
			Nature	Date
BR-2213 R & F PN Recd. PRESS NOV 4 1971	10-19-71 10-26-71 "	RENEWAL OF LICENSE AMENDED 1-20-72 re: programming	GRANTED	1-31-72
BR-2213 R & F PN Recd. PRESS OCT 28 1974	9-25-74 9-30-74	RENEWAL OF LICENSE	GRANTED	1-30-75
BTC-7788 R & F FEE PD \$100 #438855 CODE 047(FORM 316) JUL 1 1975	6-10-75 6-13-75	Involuntary transfer of control of lic corp from William E. Walsh to Marian K. Walsh, Personal Representative of the Estate of William E. Walsh, Deceased	GRANTED EFF: No gr fee req	7/8/75 8-1-75
BAL-8817 R & F FEE PD: \$200 #618272 CODE 047 PN filed NOV 3 11/2/76 1976	8-25-76 9-27-76	Voluntary assignment of license to KWRO BROADCASTING CORPORATION Atty - Lester Spillane, San Francisco, Cal AMENDED 10-4-76 re Sec. II (reflect chge in P.C.C. - WASHINGTON, D.C. assignee corp name)	GRANTED EFF:	12/7/76 1/5/77

#11

630 kc

Form BC-121

May 1976

2-49

APPLICATION RECORD - BROADCASTING

Call
Letters K W R OName KWRO BROADCASTING CORPORATION
COQUILLE, OREGON

File No.	Dated	Application for	Action	
			Nature	Date
BR-2213 R & F PN Recd. PRESS	9-20-77 10-3-77 " OCT 12 1977	RENEWAL OF LICENSE	GRANTED	7-25-78
BR800929UH PRESS OCT 28 1980		Renewal of License Atty.: Lester W. Spillane	GRANTED	1-26-81

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only one set is known to exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

